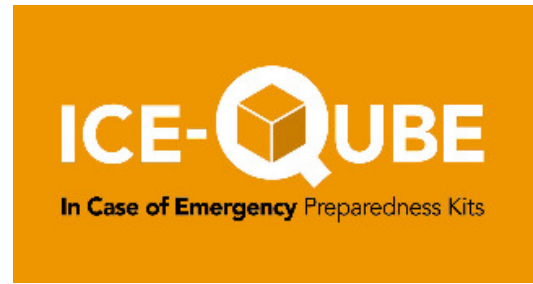


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**For:** ICE-Qube–Life Happens. Be Prepared

**FOR IMMEDIATE RELEASE**

*Profile:*  
**LESLIE FASTENBERG**  
**President, ICE-Qube**

On a leisurely drive in 2006, Leslie Fastenberg found herself thinking about how much the world had changed. Today, natural disasters including floods, fires, accidents and terrorists’ threats have diminished our sense of safety and we have adapted to heightened security procedures. Things are no longer as simple as they once were.

Then Fastenberg asked herself a question, “Does my family have a real emergency plan?” After a moment of hesitation, she realized the answer was “no” and the ICE (In Case of Emergency)-Qube was born.

Fastenberg founded ICE-Qube in an effort to provide better, more effective solution to other emergency kits on the market. ICE-Qube contains everything you might need for an emergency, including quality products, including surgical masks, safety goggles, flashlight with batteries, a water container and AM/FM radio. ICE-Qube has also recently expanded their brand to include smaller products including ICE-Qube Baby, ICE-Qube Starter Kit and ICE-Qube To Go.

After earning her degree in cinema from University of Southern California, Fastenberg pursued a career in public relations beginning at Solters and Roskin PR. She later went to represent Compact Disc Group as its Executive Director, before taking on the role of president of Expose Publicity. As a publicist for high profile rock bands, she learned to always be on her toes and be prepared for any situation.

Also, Fastenberg donated many hours to charitable organizations work and has been elected to leadership positions among her peers for her hard work and dedication to the various worthy causes.

-more-

Her most challenging role, however, was still to come. Becoming a mother brought new concerns—and these concerns were only amplified by events, such as September 11<sup>th</sup> and Hurricane Katrina. Dissatisfied with the emergency kits on the market, Fastenberg took her family's well-being into her own hands. She compiled a list of everything and anything a family would need in the event of an emergency and the concept for ICE-Qube emerged.

With products ranging in price from \$900 to under \$20, ICE-Qube has evolved to not only protect families, but pets and infants as well. The full list of Ice-Qube products is posted on the company's Web site, [www.ice-qube.com](http://www.ice-qube.com), which Fastenberg encourages families to use as a reference when creating an emergency plan of their own.

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**EDITOR'S NOTE: To speak with Leslie Fastenberg or get more information about ICE-Qube products, please contact Pamela Wadler or Nancy Trent at (212) 966-0024.**